

COLLEGE RADIO CORPORATION  
14 West 45th St.  
New York 36, N. Y.

Dear Station Manager:

✓ Enclosed please find copy for new Luckies commercial announcements to be put into use immediately - rotate these announcements in order, using one each time Band 4 of any transcription side falls due to be broadcast. Have your announcer read one of the these new commercials - don't play Band 4!

→ Within the next week, please send us a tape of one of your Luckies programs in which this new "live" copy is used. This tape will be counted as your third and final entry in the "Best Newscast" contest, and each reel will be replaced immediately.

✓ Under separate cover, you have been sent additional posters promoting the Luckies programs on your station. Please give half of these to the Student Marketing Institute representative on your campus (if there is one), and have your own staff place the balance wherever you think most useful to promote Luckies.

If you have not already done so, please send us clippings of any sort from your campus paper or magazine publicizing the Luckies programs or the news service at your campus. We have received far fewer such clippings this year than we had at this time last year, and it's important that we show the sponsor that the stations' publicity work isn't slipping! Any sort of clipping will be greatly appreciated - including schedules in which news programs are identified as "Luckies News."

And, please do what you can to promote the Lucky Strike jingle contest on your campus - get your station personnel to promote interest in sending in entries, and send in a few themselves! Returns at this time are just half what they were a year ago. Do your part!

Sincerely yours,

Robert R. Vance, Jr.  
COLLEGE RADIO CORPORATION

RV:s  
Enc. #201 commercials



COLLIER RADIO CORPORATION  
14 West 45th St.  
New York 36, N. Y.

Dear Station Manager:

Enclosed please find copy for new Luckies commercial announcements to be put into use immediately - notes these announcements in order, using one each time Band 4 of any transmission also falls due to be broadcast. Have your announcer read one of the three new commercials - don't play Band 4!

Within the next week, please send us a tape of one of your Luckies programs in which this new "live" copy is used. This tape will be counted as your third and final entry in the "Best Newscast" contest, and each reel will be replaced immediately.

Under separate cover, you have been sent additional posters promoting the Luckies program on your station. Please give half of these to the Student Marketing Institute representative on your campus (if there is one), and have your own staff place the balance wherever you think most useful to promote Luckies.

If you have not already done so, please send us clippings of any sort from your campus paper or magazine publicizing the Luckies program or the news service at your campus. We have received far fewer such clippings this year than we had at this time last year, and it's important that we show the sponsor that the station's publicity work isn't slipping any sort of clipping will be greatly appreciated - including schedules in which news programs are identified as "Luckies News."

And, please do what you can to promote the Lucky Strike "Big contest on your campus - get your station personnel to promote interest in sending in entries, and send in a few themselves! Return at this time and just half what they were a year ago. In your post!

Sincerely yours,

Robert R. Vance, Jr.  
COLLIER RADIO CORPORATION

WVS  
Enc. 4201 commercials